

# PHILIP MORRIS PRESENTS

## TWO FINE PIPE MIXTURES

with the bite out and the flavor in!



And a world of new pleasure for the man who loves his pipe

Don't blame your pipe when it goes "haywire" to your tongue.

Instead, take this suggestion.

Try these two unusual pipe-mixtures. Try *both*. Perhaps even mix them, and try the combination.

You're almost certain to find one is exactly the pipe tobacco you've been looking for.

Exactly the blend to make *any* pipe your own taste better—with

far more pleasure in every puff.

Each mixture is well above average . . . in quality, blending and remarkable lack of bite.

Both represent a big step forward in preparing fine pipe tobacco . . . & Philip Morris advances that keeps the flavor *in*, but "the bite out!"

Today—at your favorite tobacco counter—act on this suggestion. This evening, you'll relax and really enjoy that pipe of yours!

### PROOF A-PLenty!

Laboratory measurements of the "bite" in smokes indicates that the average of its added cooling pipe tobacco is *over THREE TIMES AS BITTER* as REVELATION. Since BOND STREET also is produced by the same Philip Morris method, you'll find this proof for BOND STREET too!



## REVELATION

*One of the world's most Perfectly Balanced Blends.*

A magnificent "flavor-balance" of five different, superb tobaccos . . . cut five different ways; it packs well . . . smokes clean, cool and even—every puff a pleasure!

## BOND STREET

*A genuine and very different Aromatic Mixture*

Contains a rare aromatic tobacco never before used in popular-price blends . . . wonderful flavor . . . aroma . . . even the ladies approve. Smooth, cool, clean-burning.

